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America's Promise Alliance Names Scottsdale One of *100 Best Communities for Young People*

Winners Recognized for Efforts to Help Young People Succeed

America's Promise – The Alliance for Youth today announced that Scottsdale is a winner of a first-ever national competition to identify *100 Best Communities for Young People*. The winning communities – ranging from small towns to urban neighborhoods across America – are being celebrated for their commitment to provide healthy, safe and caring environments for young people.

“This award honors the most important work we do as a community,” said Mayor Mary Manross. “Nothing says more about our quality of life and the character of our community than the way we nurture and teach our young people. This is a compliment to every Scottsdale organization involved in serving our youth. It’s an honor for every parent, child and teacher in this city.”

Scottsdale is receiving the *100 Best* honor, in part, because of its programs for children and young people. Outstanding programs highlighted in Scottsdale's application included:

- the LINKS Community Collaborative, a network of agencies that tracks key issues for youth;
- the Interfaith Network of Scottsdale, which promotes youth volunteerism, character building and leadership through different faiths; and
- the bilingual *Ready to Learn* program, promoting awareness of the impact of early brain development through literacy programs focusing on new parents. .

A complete list of winners can be found at www.americaspromise.org. Members of America's Promise Alliance — including United Way of America, the U.S. Conference of Mayors, Junior Achievement and the YMCA and many others — took leading roles in the *100 Best* competition. *100 Best Communities for Young People* was launched in partnership with Capital One Financial Corporation.

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America's Promise Founding Chairman General Colin Powell launched the competition in May and the Scottsdale Human Services Division led a community-based application process. Scottsdale and the other winners were chosen by a distinguished selection panel of civic, business and nonprofit leaders, including United Way of America President Brian Gallagher, U.S. Chamber of Commerce President Tom Donohue, former U.S. Health and Human Services Secretary Donna Shalala, baseball great Cal Ripken Jr. and former Denver mayor Wellington Webb.

The selection panel evaluated *100 Best* entries that required detailed information about each community's efforts to fulfill five essential promises critical to the well-being of young people: caring adults who are actively involved in their lives; safe places in which to learn and grow; a healthy start toward adulthood; an effective education that builds marketable skills; and opportunities to help others.

"We have had an amazing response from hundreds of communities, large and small, from Alaska to Florida," said Marguerite W. Sallee, President and CEO of America's Promise – The Alliance for Youth. "Our purpose for launching this competition is to appeal to America's competitive spirit to encourage communities to become great places to grow up. In the wake of Hurricane Katrina, we have seen some inspiring examples of what can happen when communities across the country pull together to help people in times of urgent need. In the *100 Best* communities, we have witnessed that same spirit at work in making the well-being of their children an urgent priority. Their outstanding efforts – to measure how well their children and youth are doing, to put more resources in place, and to form cross-sector partnerships – provide shining examples of what it means to keep America's Promise for our young people."

"We are proud to be a part of this important effort to highlight the innovative efforts taking place in communities throughout the United States to create healthy and supportive environments for our children," said Capital One's Executive Vice President and General Counsel John Finneran. "Like America's Promise, Capital One recognizes that helping to build strong and healthy communities – good places to do business and good places to raise families – benefits us all."

To honor the *100 Best* communities selected, the America's Promise Alliance will hold a special event November 2 in Washington, D.C. This celebration will be dedicated to the children affected by Hurricane Katrina, highlighting outstanding community initiatives across the country that are providing displaced children with the services and support that they need to thrive no matter where they are. All proceeds from this event will go toward helping the children impacted by Katrina.

The Alliance will also sponsor a yearlong celebration including a special day in each of the winning communities and a series of regional forums across the country that will enable communities to share their success stories and learn effective strategies from one another that will further enrich the lives of their young people.

For more details about the *100 Best* competition and the winners, please visit www.americaspromise.org.

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About America's Promise

America's Promise is a broad-based alliance whose members work together to ensure the well-being of children and youth. Alliance partners focus attention and resources to help every child receive the Five Promises essential to success: caring adults who are actively involved in their lives; safe places in which to learn and grow; a healthy start toward adulthood; an effective education that builds marketable skills; and opportunities to help others.

Founded by retired General Colin L. Powell, following the Presidents' Summit for America's Future in 1997, the America's Promise Alliance includes nonprofit, corporate and community groups as well as individuals across the nation. Alma J. Powell currently serves as chair.

America's Promise grew out of the Presidents' Summit for America's Future in 1997, where Presidents Bush, Carter, Clinton and Ford, with Nancy Reagan representing President Reagan, challenged the country to make children and youth a national priority. President George W. Bush affirmed his commitment in 2001.